

# City of London - Application for Appointment to City of London Community Advisory Committees

## Application

Committee you are interested in serving on: **Community Advisory Committee on Planning**

## Contact Information

Name: **Stephen Fenn**

City: **London**

Province: **ON**

Postal Code: **N5Z3S6**

## Experience and Qualifications

If you have experience on a London Advisory Committee, please provide dates and details. (max. 250 characters):

**NA**

What do you hope to contribute or learn as part of a Community Advisory Committee? (max. 250 characters):

**Although my skills are many and great, I am a sponge and will be excited to learn how our committee deals with public concerns related to city planning. I hope to learn more skills and to gain further knowledge of our local political structure, policies, and how to make a strong difference in our great community**

How will you support the work of a Community Advisory Committee? (max. 250 characters):

**I hope to support the work of a community advisory committee with my valuable skills and knowledge of marketing and information gathering to the ideas that the community has on city planning. Using my interpersonal and communication skills gained from years of sales experience will allow our committee to be effective, efficient, and successful in any task given.**

We value the contributions of Londoners with diverse experiences and welcome applications from individuals who share our commitment. Please describe how your work, community or lived experience will enhance these efforts through Community Advisory Committee work. (max. 3000 characters):

**My work, community, or lived experience will enhance these efforts through Community Advisory Committee work because I started contributing to the community at the age of 12 as the local paper delivery boy. Where I had the opportunity to meet fellow Londoners, familiarize myself with them, and enhance their day-to-day experience with my services. Since I was a young boy, I have always had an interest in our community, people and our city's development. My lived experience during my adolescent years was amazing and allowed me to develop into a very personable adult. I was able to quickly adapt to new situations, whether it was from school or work. In my early twenties, I obtained a job that would amplify my skillset and allowed me to gain more knowledge on people and marketing. I worked as a sales representative on behalf of American Express. It was a rewarding challenge, I managed to surpass the 20 other sales representatives aspiring for the same goal. Next, I obtained another similar sales position at a local lawn care company, where I talked to hundreds of Londoners a week. As my career developed, I learned to enhance my skillset further. From there, I started getting into SEO marketing and got a job at a marketing company called LinkNow Media, where I am currently employed. In addition, I have learned more about online and digital marketing, my reputable sales experience has given me the opportunity to sell their services as well as handle back-end log work.**

**With my skills, and knowledge in; sales, interpersonal skills, communication, and**

marketing, I find people respond well to someone who knows the product, has an action plan, or service they are knowledgeable in, and or representing, and can properly convey the information present that, in order to meet each party's particular requirements. People are more likely to trust someone who shows confidence in themselves and confidence in the products or services they are knowledgeable in, and or representing. My experience in sales would benefit the committee because I would be able to convey any information being represented with honesty, integrity, and accuracy. We want our community to trust the advisement of the city officials in which we contribute. I understand that we have limited control. Although, I do believe that I would make a great asset to the team because I will go above and beyond to assist accomplishing our goals.

Please describe additional experience, training, or community involvement that will help you in your role as a Community Advisory Committee Member. (max. 250 characters):

I would like to mention here that I am capable of adjusting to any assigned task. I definitely consider myself a peoples person but I am open to other roles, I am a team player and my skills are malleable enough to adjust to any specific rold required of me. Other skills i have not mentioned include and are not limited to; negotiation, conflict resolution, motivational, computer, microsoft office (including excel), SEO (search engine optimization), strategic planning, anylitics and more. Reading through some of the cities transcripts of previous meetings I understand that attendance is very important in processing requests efficiently without delay, I will be attentive to each and every meeting.

Attach resume or other document here, if needed: **Stephen Fenn Resume.jpg**

Attach more files here, if needed:

## Confirmations

I declare the following: **I am at least 18 years old.; I am not a City employee or Council member.; I understand that the commitment may be up to 4 hours per month to attend meetings and prepare.; I understand that my application and any attachments will be included on a public agenda that is published on the City website.**

To help inform our outreach activities, please tell us how you heard about this opportunity: (optional): **Word of mouth**

If you selected 'Other', please specify:

Submitted on: **7/7/2023 11:18:26 PM**

# Stephen Fenn

Motivated professional, considered talented leader, and driven problem solver

## Professional Experience

**LinkNow Media**

**07/21 - present**

**Local Marketing Specialist**

- I use research and analysis to improve a website's ranking on search engines like Google.
- Solve issues related to inconsistent marketing information from a company's digital footprint.
- Sell marketing tools to assist in the process of a company's advertising campaign
- Collaborate with others within the marketing department to manage SEO (search engine optimization) strategy

**Great Lakes lawn Care – London Ontario**

**02/19 - 03/20**

**Sales Representative**

- Inbound/outbound sales
- Implemented consultative sales techniques to generate revenues and exceed sales targets
- Followed up with clients to ensure satisfaction of services
- Stayed on top of changes in the company offerings and policies, staying in frequent contact with
- inventory management and technical personnel
- Actualized strategies to continuously improve customer service and company/brand visibility
- Generated sales by prospecting leads, cold calling, and negotiating advantageous deals

**Bill Gosling Outsourcing - London Ontario**

**10/16 - 12/18**

**Sales Agent**

- Applied strong problem solving and interpersonal skills to resolve conflicts
- Provided every customer with professional and polite support for sales and service
- Identified customer needs and adjusted product offerings to align with opportunities
- Supported training and developments of new staff on policy procedures and sales tactics

## Education

**Grow Google**

**12/20 - 03/21**

**SEO Marketing Certified & Digital Marketing Certified - 93% Average**

**H.B Beal Secondary June 2013**

**09/09 - 06/13**

**High School Diploma O.S.S.D - 96.2% Average**